



225 west washtenaw
lansing, mi 48933

MYTHS ABOUT A BAN ON CHOICE

What you don't know about HB 4163

HIGHER "RESTAURANT SALES"?

When advocates for a ban talk about smoking bans leading to higher restaurant sales, what they are talking about is the measure of "total statewide restaurant sales," which, of course, is significantly different than measuring how well one particular restaurant's sales compare from year to year.

But here's the problem with their analysis: total statewide restaurant sales just about always go up from year to year. There are, of course, a lot of reasons for that.

The compelling question is how well did a state do compared to their projected rate of growth when that state passes a smoking ban? The answer: not as well as they projected. Here are several examples:

Delaware, ban effective 2002
sales growth projection missed by 2.6 percent, off by \$28 million

Florida, ban effective 2003
sales growth projection missed by 1.3 percent, off by \$229 million

New York State, ban effective 2003
sales growth projection missed by 1.0 percent, off by \$210 million

Rhode Island, ban effective 2005
sales growth projection missed by 11.7 percent, off by \$216 million

Washington State, ban effective 2005
sales growth projection missed by 12.4 percent, off by \$1.1 billion

web www.michiganrestaurant.org
phone 517.482.5244
toll free 800.968.9668
fax 517.482.7663

POLLING SHOWS A “STRONG MAJORITY” SUPPORT A BAN

In March 2007, EPIC-MRA conducted a poll on the issue as follows:

___a. Thinking about the type of restaurants where you like to eat and your personal preference about smoking, generally speaking, do you think there are enough restaurant options in your community that meet your smoking preference needs, or, do you think that more restaurant options are needed in your area to meet your preference when it comes to smoking and dining?

64% Enough restaurant options available

32% More options are needed

4% Undecided/Don't know

___b. Would you favor or oppose a proposed law that would ban smoking in all restaurants and bars in Michigan? **[IF FAVOR/OPPOSE]** Would that be strongly or somewhat?

38% Strongly favor

9% Somewhat favor

TOTAL FAVOR 47%

17% Somewhat oppose

TOTAL OPPOSE 47%

30% Strongly oppose

6% Undecided/Don't know

Is there a “strong majority” of citizens who favor a ban? Not at all.

THERE AREN'T ENOUGH NON-SMOKING RESTAURANT OPTIONS

Check out the polling data above. In the first question, a considerable majority clearly believe there are enough options out there.

In addition, the numbers don't lie. Since 1998, the number of restaurants and taverns that offer a 100 percent smoke-free environment has increased more than 97 percent. In 1998, there were 2,200 smoke-free establishments. Today there are more than 4,350. In January of this year, the number was 4,200. Just this year the number has increased by more than 150!

These figures do not come from the Michigan Restaurant Association or any other allegedly “biased” industry source. Rather, it comes from a group called Michigan Citizens for Smoke-Free Air, a group which produces an online smoke-free dining guide. Ironically, this groups supports a ban on choice. Check out their online guide at www.smokefreemichigan.org

If the Legislature does nothing and leaves the current freedom of choice as it is, there will still be more smoke-free restaurants and taverns in the coming days, weeks and months.